



Memorandum

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Mayor Chuck Reed
Councilmember Xavier Campos
Councilmember Ash Kalra

SUBJECT: SEE BELOW

DATE: February 28, 2014

APPROVED:

Chuck Reed
Ash Kalra

DATE:

2/28/14

**SUBJECT: ADOPTION OF A RESOLUTION ESTABLISHING A SISTER CITY
AFFILIATION WITH THE GUADALAJARA, JALISCO MUNICIPAL
GOVERNMENT**

RECOMMENDATION

Approve staff's recommendation to adopt a resolution establishing a Sister City affiliation with the Guadalajara, Jalisco Municipal Government.

BACKGROUND

The establishment of a Sister City relationship with Guadalajara, located in the State of Jalisco, México will foster numerous economic development and educational programs, arts and cultural activities as well as youth and sports exchanges between San José and Guadalajara, in a spirit of international cooperation.

Past efforts by local business and community leaders to forge ties with their counterparts in Guadalajara have benefitted our economy through the development of small businesses, the importing and exporting of goods, launch of international flights, and the presence of a large technology-based business community in both cities employing thousands of people. We now have an opportunity to formalize these efforts through this Sister City agreement.

The Guadalajara Sister City Committee, composed of individuals across various sectors and driven to promote business, education, and cultural ties between the two cities, will actively manage future Sister City initiatives. Their work will help San José promote our presence in México, specifically in the area known as "The Silicon Valley of México."

We are excited to be presented with this opportunity and ask for the Council to join us in supporting the formal establishment of a Sister City relationship with the City of Guadalajara.